

Summary of Dan Pink > 150

Daniel H. Pink is a New York Times bestselling author and career analyst. He has changed the way companies view the modern workplace and specializes in many areas in business, work, and behavior. He has even been a speechwriter for former presidential candidate Al Gore. His academic resume is almost as impressive as his other endeavors. He has received a JD from Yale Law School, a BA from Northwestern University, as well as honorary doctorates from Georgetown University, the Pratt Institute, the Ringling College of Art and Design, and Westfield State University.

Summary of ted talk: The Puzzle of Motivation < 150

Dan Pink gives a brilliant discussion on motivation in the modern workplace in his TED Talk “The Puzzle of Motivation”. In this talk, Pink goes into details about how the workplace works in the modern world, tying in psychological and social science along the way. He talks about how traditional rewards aren’t effective in the way most managers think they are, and offers a variety of examples and stories on how to move forward.

Pink’s TED Talks is one of the 10 most watched TED Talks of all time, with a current view count of over 22 million.

Summary of books: >150 words

1: When: The Scientific Secrets of Perfect Timing

Pink goes into the science of timing in “When”, showing that timing is key to many things in life. He states that in life we are often faced with many questions regarding time, or the ‘when’ decisions. When to go to an appointment, when to schedule an assignment, when to get serious in a relationship, etc. Those decision, he claims, are ones we tend to make based on things such as intuition, or in some cases just a lucky guess. He ties in psychology, economics, and biology into how to live, work and succeed using the art of timing. How can we use time to our advantage? How can we use particular patterns in time to optimize all aspects of our lives? In this book, Pink goes into depth to answer questions such as these.

What aspects of your life would you want to optimize with better timing?

2: To Sell Is Human: The Surprising Truth About Moving Others

One in nine Americans work in sales according to the U.S. Bureau of Labor Statistics. According to Pink, however, so do the other eight. In “To Sell is Human”, Pink discusses the art and science of selling. How even in aspects of our lives we wouldn’t suspect we are, we are selling something. Whether it’s selling a pitch to your co-workers on an idea, or even selling your children on the idea of studying, we are inherently built to sell according to Pink. Using his treasure chest of social science to back him, he describes the ways in which you can use this selling nature we have inside of us in order to transform all aspects of your life.

3: Drive: The Surprising Truth About What Motivates Us

The book that sparked the immensely popular TED Talk of Pinks, “The Puzzle of Motivation”, Pink decides to go even further into discussing the secrets of high performance and satisfaction in the workplace. “Drive” draws on what Pink states are the three elements of true motivation: autonomy, mastery, and purpose. He uses the decades upon decades of scientific research on human motivation to back him up, exposing how there has been a mismatch between science and business. He states that while the old-methods of the 20th century may have worked successfully back then, but it is now the 21st century, and we need to catch up if we truly want to succeed. He takes us through various companies that are shaking up their approaches in order to grow, as well as the scientists and entrepreneurs who are trying to pave the way towards a bolder future.

4: A Whole New Mind: Why Right-Brainers Will Rule the Future

Pink demonstrates in “A Whole New Mind” exactly why he believes those who operate under the right-brain will be the future. Those who are creatively minded; the artists, the inventors, the story-tellers. Using research to back up his claims, he outlines the six human abilities that are essential for success and fulfillment. He challenges reader to master these abilities in order to develop a new way of thinking, one that is leading towards the future.

5: The Adventures of Johnny Bunko: The Last Career Guide You’ll Ever Need

The career guide like no other, “The Adventures of Johnny Bunko” is the story of a young man named Everyman who is just out of college and lands his first job. Told in the style of a manga, the Japanese comic book sensation, Pink is able to still give a step by step guide of building a career, illustrating six core lesson in finding, keeping, and flourishing in the workplace. A completely new way concept in the self-help career book industry, this guide gives readers a survival guide for succeeding in any career while captivating them in this highly creative format.

Do you think you would read a comic-book style / manga-style career book?

6: Free Agent Nation: The Future of Working for Yourself

Done are the days of people just taking the bare minimum in their workplace, and now are the days of ‘free agents’. Those who are working for themselves in order to find that fulfillment. In “Free Agent Nation”, Pink explains why the free agent marketplace has exploded in the 21st century, and takes readers on a journey to show what this kind of transformation means for the work-world. He dives into how this kind of economy can benefit some out there, and gives a resource guide to allow readers to navigate the landscape of this new world.